Chinese tourists' dining preference in New Zealand

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Attestation of Authorship

"I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning."

Signed: Qingyao Meng

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Abstract

Chinese tourism plays a significant role in the New Zealand market, with food choices being essential to Chinese culture and daily life. However, there appears little research on Chinese tourists' dining preference, especially in relation to their dining habits. By examining comments from the Chinese tourists' reviews on Dianping website this study aims to discover what Chinese tourists preferred when they dined in New Zealand.

Data were collected from 120 reviewers on Dianping, where they shared information about New Zealand tourist destinations, posted from 31 June 2018 to 31 July 2018. This study selected 60 positive and 60 negative reviews about restaurants in Queenstown. After reading all 120 reviews, the data were categorised into five criteria: quality of the food, environment, the price, professionalism, and passion of the service staff. In terms of quality of food, the reviewers highlighted: flavour, food portions, presentation of food, quality of ingredients and food types. This study examines the reviewers' comments in detail to show the dining preference of Chinese tourists visiting New Zealand with a view to how this information might enhance the Chinese tourists' experience in the future.

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Chapter 1 Introduction

1.1   Background to the study

According to Croce (2016), there were 100 million Chinese outbound tourists in 2014, which increased by six percent to 135 million in 2016. Since 2012, China has become the top spender in international tourism (UNWTO, 2018). According to UNWTO (2018), Chinese travellers spent nearly 260 billion American dollars on travel, which is about twice as the amount money from the United States of America. International tourism spending from China currently generates some 21% of tourism expenditure in worldwide destinations (UNWTO, 2018). Consequently, China represents a significant global tourism market.

As more and more Chinese travel abroad, their travel methods have become more varied. Inclusive package tours operated by conventional travel agencies were once the norm, but now more diversified tours and fully independent travellers are becoming more common. This is in part owing to the convenience of online travel agencies and tourism information websites (e.g., TripAdvisor and Booking.com). UNWTO (2018) states that the Chinese market tends to move from quantity to quality. This could bring many economic benefits to local communities who provide quality service, reducing the influence of traditional travel agencies.

In 2014, 280,000 mainland Chinese tourists travelled to New Zealand, increasing to 450,000 in 2015, with signs that these numbers are set to increase. More airlines have been operating since 2016 (UNWTO, 2018), and there are more types of visas available for people to visit from mainland China. This increase in visitors will increase potential revenue and mean that this sector will play a greater role in the tourism market in New Zealand.

Even though Chinese tourists spent about 200 million US dollars visiting New Zealand in 2017, they are spending the least amount in restaurants. Chinese prefer to spend money on other activities such as accommodation and the purchase of souvenirs for their friends or relatives. Reports suggest that money spent in restaurants accounts for only seven percent of total Chinese expenditure, while money spent at grocery stores accounts for 12% (Visa New Zealand Tourism Spend Report, 2017). It has been noted that travellers from other countries spend over 10% of their total expenditure in restaurants; for example,

Australian tourists spend nearly 15% in restaurants while in New Zealand (Visa New Zealand Tourism Spend Report, 2017).

1.2   Research background

Travellers must dine while travelling. Eating during travel is not only a necessity, but also adds to the holiday experience. Today, it is considered a "peak tourist activity", rather than just a basic need (Kim, Eves, & Scarles, 2013; Mak, Lumbers, Eves, & Chang, 2012). Unlike many other travel activities, consuming food gratifies all the five senses: visual, taste, olfactory, tactile and auditory. Tourism dining improves and extends the travel experience, since food and food preparation differs around the world. Food is a representation of a culture and its traditions. Just as dumplings feature during the spring festival, and moon cake during the mid-autumn festival in China, so eating turkey and stuffing during Thanksgiving occurs in the United States of America (USA). Food can be considered a significant symbol of a country's culture (Carlson, 2016). Croce (2016) suggests that food production takes nearly 25% to 30% of overall expenditure during travelling. Many studies (Ayeh, Au, & Law, 2013; Beinfield & Korngold, 2013; Bengtsson, 2016) have found that the dining experience is one of the most important factors in tourist satisfaction.

As food is an essential part of a holiday destination, there are economic benefits for local stakeholders in discovering the various preferences of tourists. For these stakeholders it is important to understand which factors affect a tourist's dining preferences. More in-depth research looking at consumer dining preferences at local restaurants will help bridge the gap between what travellers want and what a host destination can offer. This will ensure a favourable outcome for both, influencing other aspects beyond dining preferences, such as cultural values, the physical environment, health concerns, authentic experiences, togetherness, an escape from routine, and guaranteeing food quality (Cooper, 2012; Croce, 2016; Quan & Wang, 2004; Wong & Lau, 2001). Despite this theoretical understanding, there is very little, if any, research that has found the key factors that influence Chinese tourists' dining preference while they are visiting New Zealand. Because of the development of the Chinese tourism market in New Zealand (Visa New Zealand Tourism Spend Report 2017) and the importance to them of food while travelling, the aim of this study is to discover Chinese tourists' dining preferences while they are visiting New Zealand.

1.3   Methodology

Many scholars (Ma, 2015; Namkung & Jang, 2007; Ryu & Han, 2010) have conducted in-depth investigations into dining preferences using a variety of research methods. For a study of dining preferences, there is a notable difference in data extraction methods between this study's approach and the methods previously used. Previous studies have used questionnaires or interviews to collect data (Chang, Kivela, & Mak, 2011; Joo, Park, Lee, & Yoon, 2015; Updhyay & Sharma, 2014) regarding international tourists' dining preferences in Korea (Joo et al., 2015) and India (Updhyay & Sharma, 2014). Otherwise research has investigated Chinese tourists' dining preference by interviewing a group of Chinese travellers with interviews and questionnaires, achieving research objectives by asking well-designed questions.

With the rapid development of social networks, many consumers share their dining experiences through the internet, which provides researchers with a significant research data source about dining preference. Zhang et al. (2016) reviewed comments from Dianping to discover Chinese dining preference in Beijing and Guangzhou. An (2018) has analysed 120 comments from TripAdvisor to investigate guest satisfaction and dissatisfaction in New Zealand. Similarly, this study will review 120 comments from Dianping about experiences of Chinese tourists while dining out in New Zealand restaurants.

Dianping and TripAdvisor are two websites that provide information on hotels, restaurants and tourist attractions for those making holiday bookings. This is especially useful for Free Independent Tourists (FIT). These two websites also provide feedback which allows reviewers to share their experience. Dianping is a Chinese travel and restaurant website, that similarly provides hotel and restaurant reviews, as well as facilitating accommodation and other travel-related bookings. Dianping was an early adopter of user-generated content. The website service is free to users, who provide most of the content.

This study explores the dining preference for the large numbers of Chinese tourists who visit New Zealand. The justification for selecting this topic is to inform New Zealand café and restaurant owners of the Chinese tourist's dining preference, so that they might improve their service quality, in addition to offering an excellent dining environment and reasonable prices.

1.4   Research aims and objectives

To achieve the goal, of exploring Chinese tourists' dining preferences in New Zealand restaurants, online comments were collected from reliable Chinese websites to find out what the tourists though of their dining experience in New Zealand. Chinese websites such as Dianping, list various types of New Zealand restaurants and provide information for those who choose to travel independently around New Zealand. Travellers are encouraged to leave comments and provide feedback about the restaurants. The data from Dianping which distinguishes whether reviewers are Chinese or other nationalities, not only provides users with information about the restaurant, consumer comments and consumer preferences but also it offers O2O (Online to Offline) trading services, such as group-buying, restaurant reservations, deliveries and an e-membership card. It is like a Chinese version of TripAdvisor helping consumers determine Chinese tourists' dining preferences in New Zealand. Three questions will be addressed:

1. What are the eating preferences of Chinese tourists in New Zealand (i.e., what dishes do they order and/or enjoy)?
2. What do Chinese people look for when they dine out in New Zealand?
3. What makes Chinese people satisfied or dissatisfied while dining out in New Zealand?

1.5   Overview of the dissertation

This dissertation comprises six sections: introduction, literature review, methodology, findings, discussion and conclusion. The content of each chapter is outlined below.

Chapter one describes the background for conducting this study, the methodology used, the research questions, aims and the research structure.

Chapter two reviews the literature concerning Chinese dining culture to show the importance of their food culture, and briefly discusses Chinese travellers' dining preferences while they are travelling overseas. It questions whether these attributes have an influence on the New Zealand market. The chapter concludes with a review of the research on the dining preferences of Chinese tourists by using online resources to provide a theoretical support for this research.

Chapter three outlines the reasons for the methods and methodology that have been adopted for this research, and a description of the qualitative-inductive research strategy and the interpretivist paradigm. This chapter introduces the reviewers and secondary

sources that have been used in this study. The final section explains the data collection and analysis methods and processes.

In Chapter 4, the findings are presented in five sections. These include the quality of the food, environment, the price, professionalism, and passion of the service staff. The results show how the reviewers rate each section. It provides a picture of Chinese tourists' dining preference while in New Zealand.

Chapter 5 discusses the differences and similarities between previous studies and this study in terms of the topic of tourists' dining preferences. As an interpretive research study, different options are considered as to how they relate to reveal 'reality' on the same topic. This chapter examine and compared findings with previous studies as they relate to quality of the food, environment, the price, professionalism and passion of staff and service quality.

The final chapter provides a conclusion to the research outlining the main findings in relation to the research aims and their theoretical and practical implications. The limitations of the research will be highlighted, and the chapter concludes with recommendations for future research.

Chapter 2 Literature Review

2.1 Introduction

Researchers (Beinfield & Korngold, 2013; Croce, 2016; Sun, Ryan, & Pan, 2015; Wong & Lau, 2001; Zhang & Chow, 2004; Zhang & Rosen, 2018) have identified Chinese tourists' dining preference in Australia and Korea through interviews and questionnaires. However, there is a gap in the research in terms of Chinese tourists' dining preference in New Zealand. This chapter includes an overview of Chinese food culture to explain their food values and the attributes which influence dining preference. Finally, the chapter identifies how former studies have used online resources to study Chinese tourist' dining preference.

2.2 Chinese food culture

The purpose of this section is to outline the importance of food in Chinese culture. First, it reflects on various aspects of food in the daily lives of Chinese people. Secondly, the variety of cooking methods is reviewed, to show that the Chinese are passionate about food. Thirdly, the foods eaten are discussed to illustrate the importance of the 'healthy food' concept, in Chinese culture. Finally, this section discusses dining and Chinese socialisation.

Food plays a vital role in Chinese culture (Kivela & Mak, 2010). For Chinese people, food represents Chinese thought; is not just a dish or an item on a plate. Food can be considered a symbol of Chinese culture: it serves not only to keep people alive but also relates to many aspects of daily life (Simons, 2014). There is an old Chinese saying: "to the people food is all-important", illustrating the importance of food to the Chinese. This passion for food is underlined by the greeting: "What have you eaten today"? This personal greeting is reflecting food as a primary concern. In Chinese traditional culture, maintaining relationships with others is also significant. Because of their social structure, eating together helps Chinese strengthen bonds with family, friends and business partners (Chang, 2008). Business owners often take the opportunity to dine out with customers, and it is essential for families to share a meal to enhance family bonds. Simons (2014) refers to historical records to show how Chinese food culture, has a fundamental role in Chinese society. However, when Chinese people are dining as tourists, the valuing of food may change. They may assess other aspects, for example, time and cost. Chang, Kivela and Mak (2011) identified Chinese group travelers' dining preference in Australia.

The results showed that Chinese travellers considered many criteria when they chose a local or Chinese restaurant. The criteria for selecting restaurants for these tourists did not include the cost.

Chang, Kivela and Mak (2011)'s study shows that Chinese tourists think the dining experience is much more important than the monetary cost when travelling in Australia (Chang, Kivela, & Mak, 2011). Today, the number of free, independent, travellers is increasing. However, there is a limitation to Chang, Kivela and Mak (2011)'s study, as they did not research this new type of Chinese tourist. Chang, Kivela and Mak (2011) paid too much attention to group tour, and group travellers who do not have much free time to make their own choices.

Various cooking techniques for Chinese food show evidence of their interest in food. Popper (2018) found that cooking methods change as Chinese people move to other countries. They tend to adapt to and combine the local ingredients. Popper (2018) compared 19th-century Chinese migrants' diets and Chinese cookbooks, to analyse the differences between Chinese menus in China and those used when they had emigrated to other countries. He showed how food culture is essential for Chinese culture. Cooking methods and different food flavours relate to local and regional characteristics. For example, the Manchuria area is the coldest part of China in the winter; which led to the preferred cooking method of stewing, as stewing is thought to make people warmer. As another example is that at one time there was no practical method to keep vegetables fresh. Preserved cabbage and tomatoes were therefore, an important dish for this part of China because they could be eaten during winter. Religions sometimes influenced cooking methods. Different types of cooking methods in various regional environments provide more evidence of Chinese people's interest in cooking (Jeacle & Carter, 2011; Jiang, Scott, & Ding, 2018). Popper's (2018) study showed that the Chinese would use different resources to make food delicious, even when they had moved to a new home. However, Popper's study did not look at Chinese food behaviour when they travelled to other countries.

People eat to maintain the natural needs of the body, and for health (Freeland-Graves & Nitzke, 2013; O'Neil et al., 2014; Thomas, Erdman, & Burke, 2016). The ancient Chinese believed that food not only satisfies one's physical requirements but can also be of medicinal value. This belief is related to the idea of Feng Shui (Beinfield & Korngold, 2013). For example, red peppers contain vitamins A and C to help maintain the body.

They also belong to the "warm food" concept of Chinese medicine, and Feng Shui, says that "warm food" is beneficial to people who are in a "cold condition". Chinese people eat some foods that belong to the "warm food" category to keep healthy during the winter season. Due to such insights from Chinese medicine and Feng Shui, food can be considered as medicine for Chinese people to help them stay healthy (Freeland-Graves & Nitzke, 2013).

Many researchers have found that dining out is essential for Chinese people, not only for the food itself, but also socialisation, convenience and companionship. In terms of dining out, the location of the restaurant has been identified as the most important factor for Chinese people of all age groups (Sun & Morrison, 2007). Dining out not only provides convenience for modern Chinese (as many delivery services that can bring food to their homes), but also offers a chance to build and create relationship bonds, with business partners and with family. Furthermore, the increased status and improved image, that results from dining out are also found to influence satisfaction in diners (Han & Hyun, 2015).

As outlined, Chinese food practices vary according to different regions, and the variety of food reflects Chinese attention to diet. According to traditional concepts of Feng Shui and Chinese medicine, combining certain special foods can keep people healthier and may even to cure some ailments. So, this research considers the importance of food as it relates to Chinese theories of eating certain foods to stay well. At the same time, food can also reflect a person's social status. For example, expensive and rare foods are frequently adopted to represent wealth and high social and economic status (Ma, 2015). No matter where Chinese people travel, they have an interest in food.

2.3   Influences on dining preference while travelling

The choice of one food item over another is referred to as a food preference (Prescott, Young, O'Neill, Yau, & Stevens, 2002). The preference for certain food items could be for a variety of reasons, such as religious belief and culture. Culture plays a vital role in framing the eating habits of an individual and determines what is acceptable and not acceptable. Along with the primary sensory properties, non-sensory factors such as health benefits, religious belief, expectations and attitude contribute to a consumer's food preference (Prescott, Young, O'Neill, Yau, & Stevens, 2002). Religion plays a role in determining the choice of food (Quan & Wang, 2004), as some foods are prohibited, and

methods of preparation might be mandated (e.g., halal), while dining etiquette and taboos also tend to shape a person's eating habits.

Although many tourists' dining preference is profoundly affected by their eating habits, tourists still expect a different dining experience from their daily life. Quan and Wang (2004) concluded that tourists keep their eating to the "ontological comfort of home" (p.9), meaning people keep their familiar flavour or diets of home. For example, in Richardson's (1998) research, tourists might seek a high degree of familiarity with their experience of the host culture, particularly with well-developed facilities and service in the tourism sector. Therefore gastronomic tourists have been a target for researchers such as Hjalager (2004), who developed a gastronomy model, inspired by applied sociological research based on the work of Burke (1989). In Hjalager's (2004) study he explains that gastronomic tourists can be generalised into gastronomical motives (satisfying hunger and thirst), social motives (sharing experience with family), and avoidance (foreign food and strange food ingredients). Dining preference is multi-faceted, depending on many factors, as Bell (2014) found, seeing motives change when tourists have greater prior knowledge of their destination. However, it is essential for tourist destinations to understand and analyse the underlying reasons that motivate these preferences and behaviours.

2.4   Dining preferences of Chinese tourists

2.4.1   Flavours and health of food

Tourists can be categorised into two groups: those who travel with a gastronomic intention and those who travel without any gastronomic intention. For tourists who travel with a gastronomic intention, food and learning more about different foods would be the primary motivation for food lovers. In terms of the local cuisine, if it is attractive for tourists to travel, destination also becomes more attractive (Guan & Jones, 2015). Some Chinese tourists prefer to purchase local cuisine since they assume New Zealand is an agricultural country with high standards in the food industry and the environment. For most part, the ingredients of the dishes are natural, fresh and safe (Chow, Lau, Lo, Sha, & Yun, 2007). In addition, numerous Chinese tourists are interested in the New Zealand food culture (Feng, 2017), and are therefore willing to try the local cuisine. During this process, they learn more about indigenous food.

Gaining assurances that they will have an appetizing dining-out experience, is one of the factors that supports dining preferences of Chinese travelers with food that is familiar to

one's palate often preferred over ethnic cuisine (Feng, 2017). Everyday food is often more acceptable, as travelers are reluctant to try local food; they are cautious about the ingredients used and their cooking methods . However, the new generation of Chinese tourist attempts to blend in with the locals and is willing and open to trying different cuisine (Meng, 2010).

Food quality is the primary consideration behind food purchases by the Chinese, followed by its appearance (Cardello, 1995; Grunert, 2005). Price is one of the least important factors in decision making (Eves & Cheng, 2007), Chinese tourists are more interested in spending money to achieve satisfaction in accordance with Chinese unique culture. Furthermore, a balance must be struck between starch and meat for Chinese to consider it a "proper meal" (Grunert, 2005). Fan, consisting of noodles, rice and other starch is considered the core element of a meal; it helps ensure people are fully-fed. On the other hand, Cai, consisting of meat and vegetables is regarded as the element that most satisfies the requirement for good flavour (Chang, Kivela, & Mak, 2011).

Chinese travelers are however often enthusiastic about trying new local foods. They consider a local dining experience an educational opportunity (Tsai, 2016). However, new local foods cannot be consumed at every meal of the day, as some are not considered "proper food" according to their regular dietary habits. Even though trying the local cuisine is an experience for the Chinese travelers it does not necessarily conform to correct eating behaviour or satisfy psychological needs (Kivela & Mak, 2010). They are very attached to their core eating behaviours and seek Chinese food at restaurants, to ensure they can meet their food requirements and increase the palatability of the cuisine while they are on holiday (Kivela & Mak, 2010). Fusion food has gained immense popularity in recent years, since it lets travelers adjust to new dining experiences of the host destination, without deviating from their traditional preferences (Quan & Wang, 2004). Authentic Chinese restaurants however remain the most popular choice for the Chinese travelers overseas. This is because Chinese travelers often complain that Western food is unhealthy. Chinese people believe that Western cuisine mostly consists of fried items and does not usually include vegetables (Kivela & Mak, 2010). However, Liu and Jang (2009) having examined Chinese restaurants in the U.S to determine which attributes of Chinese restaurants influenced American customers' satisfaction found that Americans think some Chinese food is greasy, and that the vegetables are often overcooked.

2.4.2 Authenticity

Authenticity is vital for Chinese travellers when choosing a restaurant (Jang, Liu, & Namkung, 2011). Jang et al. (2011) proposed that an authentic environment includes the décor, ethnic art, the restaurant's name, the music, and the external façade, all of which are reflections of their home culture. The furnishings and decoration are essential aspects of a Chinese restaurant (Jang et al., 2011). A crucial factor in maintaining authenticity is the menu design. It must be in both Chinese and English and contain attractive pictures of the food. Chinese tea-kettle, cups and wooden chopsticks are vital characteristics of Chinese tableware. The elaborate use of bamboo steamers, clay pots, and the sharing of dishes on a turntable add to the aesthetics of the restaurant (Jang et al., 2011). Chinese travellers look for such elements in restaurants in deciding their dining preference. They find it essential for the restaurant staff to understand their needs and communicate with them without a language barrier (Ying, Wen, & Wang, 2018).

2.4.3 Payment styles and techniques

The newer generation of Chinese is divided into two groups. Those born during the 80s are called "Balinghou", while "Jiulinghou" refers to those born in the 1990s. This is not the same as the Western term 'millennials', describing everyone born between the 1980s and 2000. According to Rosi (2018), the separation into two groups is particularly appropriate for the two Chinese generations, since they grew up in different societies, which had a disparate impact on their outlook. Due to the one-child policy, the younger generation of Chinese was the centre of attention in terms of the love and financial support they received. As a result, this generation grew up with an outlook and set of behaviours. This younger generation prefers using advanced technologies, hence, find it convenient to seek out a nearby restaurant through Google Maps (Google Maps is a web mapping service developed by Google. It offers satellite imagery, street maps, 360° panoramic views of streets, real-time traffic conditions and route planning for travelling by foot, car, bicycle and air, or public transportation). In addition, it is easier for them to order food using a delivery service and pay using an online platform using an electronic device such as a mobile phone. China has a great number of Internet users, and 92% of being Balinghous and Jiulinghous (Rosi, 2018). WeChat is a platform which integrates several functions within one application, such as messaging, purchasing, and social media. Customers can make payments by scanning the "quick response" or QR code explained in platforms such as Alipay and WeChat pay. People use these services widely while they are travelling as they are so convenient. Most Chinese travellers are not comfortable

withdrawing cash from an Automatic Teller Machines in unfamiliar destinations (Fangxuan & Ryan, 2018), hence they often use scanning services to pay at restaurants, convenience stores and for entertainment and luxury shopping. Restaurants across the globe have started to adopt WeChat pay, for the convenience of Chinese travellers. For example, a restaurant in Thailand, "Thevaros", saw a 50% increase in sales after they introduced WeChat pay (Feng, 2017). Wechat pay is prevalent in many Chinese restaurants in New Zealand, as the diners do not have to exchange their money for New Zealand dollars, and many do not use credit cards.

2.4.4 Service quality

Many frameworks have been developed to classify customer satisfaction with dining (e.g. Chi Lin, 2003; Parker & Mathews, 2001). These factors are governed by service quality and customer satisfaction (Parker & Mathews, 2001). To assess customer satisfaction, studies have evaluated the expectations of customers and compared these to what the customers received. With respect to customer expectations, Talib, Rahman, and Qureshi (2013) found that the attitude of service providers affected service quality. The process of evaluation on the part of the customer was related to their assessment of their consumer experience (Parker & Mathews, 2001).

Parasuraman, Zeithaml, and Berry (1988) proposed the SERVQUAL model, to conceptualise how providers can improve their service. This model identifies five essential elements that contribute to customer satisfaction. These elements include responsiveness (the willingness to help customers), assurance (the professional knowledge of the employees), reliability (the ability to perform the promised services), tangibles (the physical facilities) and empathy (the personalisation of attention to customers). Using the SERVQUAL model, Johns and Pine (2002) proposed the quality of food as the main reason a customer becomes a repeat customer. The SERVQUAL model recognise a theoretical generalisation of service attributes. Although, there are many research studies that emphasis the importance of the quality and variety of the food, for a restaurant (Chang, Kivela, &. Mak, 2011; Chow, Lau, Lo, Sha, & Yun, 2007; Park, 2004), Ryu, Lee, and Gon Kim (2012) argue that the quality and the variety of the food are not the only attributes that customers look for. In terms of dining out at restaurants, there are many approaches to achieving customer satisfaction apart from the quality of the food. For example, García-Segovia, Harrington, and Seo (2015) propose location as one of the main reasons customers choose a particular restaurant. In other words, while dining out and choosing a restaurant, people tend to consider the location and therefore

time cost. Other, tangible factors such as the environment of the restaurant, also play an essential role in terms of customer satisfaction for those seeking a different experience from that of their daily life (Park, 2004).

The SERVQUAL model presents useful information related to customer expectations from the service provider, and the services that should be delivered. Customers' expectations are an important factor in assessing the quality of the service (Parasuraman et al., 1988). This model can provide a theoretical framework for this study because the factors influencing tourists' food and dining preferences may be complex. While touring and travelling in a different country, the nature of a tourist's dining preference is more complicated, since tourists may not be familiar with the foreign culture. Importantly, tourist expectations may be influenced by their own culture and experience (Chang, Kivela, & Mak, 2011., 2011). Therefore, in any analysis of tourists' dining preference, the services that the customers receive should be considered (Johns & Pine, 2002). Thus, it is important to understand the concept of customer expectation to find out what the customers receive.

According to Meng (2010), the level of initial customer expectation determines the final service for any specific event. These initial expectations are usually formed by personal experience, general knowledge and other people's experiences. Based on the expectancy-disconfirmation theory proposed by Lewin (1938), satisfaction equates to cognitive recognition in terms of the initial expectations of the customer as it relates to the service they receive from the service provider. This expectancy-disconfirmation theory helps explain the satisfaction or otherwise of the customer. According to the theory, if the performance from the provider is less than expected, the customer will be disappointed. Conversely, if the performance is more than expected, the customer will be happy. Therefore, the tourists' image of a destination is related to the expectations they have for it. For modern tourists, in terms of the initial information they have, they are more reliant on online information (Li & Wang, 2011; Sun, Ryan, & Pan, 2015; Vu, Li, Law, & Zhang, 2017). This study will, therefore review online resources because they reflect the personal experience from previous travellers to give a complete picture of a destination. Many reviewers will choose a restaurant according to the online information they find, and the rating of the restaurant and recommended dishes, as this will give them a basic idea of the dining experience they can look forward to and will influence their expectations.

2.5 Online reviews

There are many ways Chinese travellers obtain destination information. In the past, travel agents played a significant role in travel decisions, and suggestions from a travel agent or consultant were often almost the sole information resource for Chinese tourists who wanted to learn about their destinations (Zhang & Chow, 2004). Due to the convenience and low cost of group tours, many Chinese people choose to travel around the world on group tours (Meng, 2010). There are also other reasons Chinese tourists choose group tours. There is a perception that there is safety in numbers and Chinese tourists enjoy travelling with their friends and family members, and there are group discounts a tour can provide. The findings from the study by Chang, Kivela and Mak, (2011), show that tour guides also play an essential part in encouraging people to make travel decisions, especially for group travellers. Now that the Internet is used so widely, many Chinese tourists know about tourist destinations through online information they find. In addition, many Chinese travellers share their personal experiences with other people who want to travel to destinations. Therefore, accessing online information has become an effective way for Chinese travellers to find out about their destinations (Sun et al., 2015).

Authenticity and realism are two of the main reasons for relying on comments from blogs (blogs are regularly updated websites or web pages, typically one run by an individual or small group, that is written in an informal or conversational style.) and websites such as TripAdvisor can provide a better understanding for travellers and consumers (Ayeh, Au, & Law, 2013; Jeacle & Carter, 2011; Li & Wang, 2011; Miguéns, Baggio, & Costa, 2008). The ranking system and comments from TripAdvisor also offer many ideas on accommodation, restaurants, attractions and so on, and point out advantages and disadvantages to the public at the same time (Ayeh et al., 2013).

Social media such as blogs and websites again give useful information to travellers. Websites help tourists to make reservations before they arrive at a destination and personalise suggestions for travelers (Li & Wang, 2011). Pi and Huang (2011) have suggested that the low prices, promoted by airlines are becoming one of the practical reasons for travelling. TripAdvisor and other websites also provide this form of promotion enabling consumers to compare different accommodation, restaurants, and attractions. This kind of resource has both commercial and academic research value (Jeacle & Carter, 2011). Not surprisingly, to ensure and monitor the healthy development of local tourism, many organisations research this information online (Sun et al., 2015).

Many studies have investigated customer satisfaction using review websites. According to Li and Wang (2011), such websites give a general idea about how Chinese travellers feel while they are travelling in New Zealand. Sun et al. (2015), reveal a picture of Chinese tourists' experiences in New Zealand by reviewing Chinese blogs, while Zhang et al. (2016) found that Chinese dining preference has a close relationship with the environment and the price, after looking through the Dianping website at four large urban areas. Based on their work, Vu et al. (2017), determined international dining preference in Australia by reviewing comments posted on TripAdvisor. It is clear therefore that online resources can provide an image of destinations for Chinese tourists and shape their expectations. Reliable websites, such as TripAdvisor and Dianping also provide feedback from personal traveller's experiences, which in turn determine tourist and customer satisfaction, by analysing online resources (Jeacle & Carter, 2011; Lee, Law, & Murphy, 2011; Sun et al., 2015; Wong & Lau, 2001; Zhang & Chow, 2004). This study will analyse reviews from Dianping to determine the influences on the satisfaction levels of Chinese people dining out in New Zealand restaurants.

2.6 Summary

This section first illustrated Chinese food culture and explained that dining out is important for Chinese people. Secondly, the definition of food preference was explained, and the factors that result in a dining preference for Chinese tourists were depicted in general. Thirdly, the dining preferences of Chinese tourists were overviewed, according to the quality of the food: authenticity, respect, payment styles and techniques and service quality. Finally, social media was shown to be a platform for Chinese tourists to gain information about travel destinations.

Chapter 3 Methodology

3.1 Introduction

This chapter explains and justifies the research methodology, paradigm and methods adopted for this study. Firstly, the chapter re-states the research objective, followed by an outline and explanation of the qualitative research strategy. Secondly, this chapter explains the reason an interpretive paradigm is used in this study. Thirdly, the data collection method, data collection process and sampling, along with the data analysis method and process, are explained. The chapter concludes with a brief overview of the research methodology used in this study.

3.2 Paradigm

An interpretive paradigm was employed in this research. A paradigm is a way of understanding what the world is and how reality is constructed. Interpretivism is an epistemological position, and the interpretive researcher tends to understand values and complex social phenomena based on their interpretation and perspective (Jennings, 2001). The reasons for study using interpretivist paradigm are coming from four main aspects: ontological, epistemology, methodology and data.

Ontology is the discussion of the nature of reality. The interpretivist researcher's ontological position is relative, which is a subjective view (Walsham, 1995). Although different people hold different views and perspectives about the same thing (Gray, 2013), interpretive reality comes from feelings or experience. The definition and understanding of the world are constructed through a common experience. People construct knowledge through experience. For example, some people may believe that education is essential for their lives and that it will give them a better quality of life, because some positions require highly educated people. However, others may think education has no value because they can be well-paid with less training (Scotland, 2012). Therefore, the reality of the world recognises complexity from the perspective of an interpretivist standpoint. The nature of reality is not an objective fact or truth. Therefore, although this study is about Chinese people's dining preference based on their experiences in restaurants, the researcher employing interpretivism needs to combine different understandings based on the same subjective information, to gain a multi-perspectival overview.

The epistemology of a study is how one determines what perceived reality is (Scotland, 2012). The epistemology of interpretivism is based on the phenomena of the real world

(Robson & McCartan, 2016). Because there are complex factors influencing the reality of the phenomena, the interpretive researcher needs to combine different viewpoints of various events, and the perceived truth can be revealed by combining and generalising different opinions on the same subject. In this research, since different Chinese tourists may hold different views about the same restaurant, this study will combine different comments about the same restaurant to interpret the generalised dining preferences of Chinese tourists.

The methodology is the philosophical approach to understanding the nature of reality. Interpretivism, combining and generalising phenomena from individual points of view, extracts relationships between differing viewpoints (Robson & McCartan, 2016). Comments from a reliable website will be reviewed in the study, to generalise different observations and meanings from the text.

Interpretivism focuses on understanding the subjective rather than the objective (Jennings, 2001). The food preference of a person as it relates to their dining experience is individual to the participant. People have different interpretations of the same food. The most common attributes that influence whether the food is preferred or not is the subject of this study, hence this research includes a discussion about the fundamental values of Chinese tourists as they relate to food. In other words, the interpretation of the dining experience and the food, and what Chinese tourists think about the experience in a New Zealand restaurant are reported.

Interpretive social science places an emphasis, as it relates to the research, on the point of view of the insider (Jennings, 2001). Since the aim is to determine Chinese tourists' dining preferences in New Zealand, this study worked with hospitality experience or customer service evaluation. Hence, this study looked at customer perspectives and experiences in a restaurant, as tourists, and it carried out an analysis of the data, based on the comments of the customers posted on two websites.

This data can be taken as reliable, as it was collected in a real world, or natural setting, as opposed to being generated under "experimental" conditions (Jennings, 2001). Comments about New Zealand restaurants were analysed to determine how Chinese tourists rated their satisfaction in relation to New Zealand food, based on their interpretation and their perspectives as related to the world as they know it.

3.3 Methodology

A methodology is a tool that helps researchers to ensure their objectives are understood as a plan or strategy for the whole study (Saunders, 2011). Researchers can achieve different research objectives using different methodologies, and analysis of the results can be approached using various methods (Baruch, 2008). The three main methods include qualitative, quantitative and mixed. Qualitative and quantitative methodologies can be distinguished by data type, data collection, and the analysis.

Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations (Baruch, 2008). It provides insights into a problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions and delve deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques. Some common methods include focus groups (group discussions), individual interviews, and participation/observations. The sample size is typically small, and respondents are selected to fulfil a given quota.

Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics (Baruch, 2008). It is used to quantify attitudes, opinions, behaviours and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods. Quantitative data collection methods include various forms of surveys – online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations.

A qualitative methodology places emphasis on the nature and attributes of the research objectives by logical, philosophical and or historical analysis (Baruch, 2008; Saunders, 2011). Quantitative methods using quantitative tools collect data from "non-human methods" such as scales, questionnaires or experiments, using statistical measurements. Qualitative methodology is mostly textual, not numerical data. Qualitative researchers use unstructured or semi-structured techniques to collect the data by conducting group discussions, interviews and observations. To carry out the data analysis, the researcher uses a qualitative method to generalise the theme and the central concerns of the objective by categorising the data.

The aim of quantitative research is to find a pattern in the numerical data by applying statistical analysis, often with software, such as SPSS (Baruch, 2008). As the data in quantitative studies is numerical, the researcher analyses proportions and patterns. Other methods for quantitative researchers to collect data include surveys, website interceptors, online polls, and systematic observations. Surveys can be online, paper, mobile or kiosk surveys, all of which are common quantitative research techniques.

This study employed a qualitative methodology for two reasons. Firstly, the data for this study was mainly textual, comprising comments from Chinese websites. This research analysed the meaning of the comments, then categorised and summarised the results. The purpose of this study was to find themes or attributes for Chinese tourists' dining preferences in New Zealand.

3.4   Research method

3.4.1   Sampling

The data in this study needed to be categorised and checked, to ensure they were from Chinese tourists in New Zealand. Therefore, the comments from the top four restaurants in Queenstown, which the top four high ranked restaurants collected from Dianping website, were analysed.

This website helped to distinguish whether the reviewers were Chinese or tourists who spoke Mandarin. The reason for choosing restaurants in Queenstown was to make sure the sample was taken from tourists, as Queenstown is a popular tourist destination in New Zealand. The number of tourists arriving in Queenstown outnumbers the number of residents. There were 1.7 million tourists who arrived in Queenstown in 2016, two million tourists in 2017 (Queenstown Airport - Passenger History 2016 to 2018 Monthly Passengers, 2018). This research used comments from those restaurants which in Queenstown, to ensure the data was from Chinese tourists and not local people.

Since the aim of this study was to determine dining preferences, the data were collected from the four highest rated restaurants in the Dianping website. The average expenditure in these restaurants exceeded NZD30 per person, to answer the question about why Chinese people spend less in restaurants than they spent in the supermarkets in New Zealand. The comments from these restaurants provided this study with an indication as to why customers spent more in the expensive restaurants.

In terms of size of the data, this study reference of previous researches from Auckland University of Technology. For example, Sun et al. (2015) undertook a study into Chinese tourists' opinion of the travel experience in New Zealand by examining 150 blogs. Li (2018) proposed the preferred qualities of managerial hospitality candidates in New Zealand's four-and-five-star hotels by reviewing 120 on-line advertisements for jobs. From these two studies it is estimated that 120 comments from Dianping can be considered enough data for this research. This study will review those 120 comments (60 positive comments and 60 negative comments). The reason for this selection is to figure out the factor which makes the customer happy or not happy. All the comments will be directly copied from Dianping, analysed and then translated into English for checking.

These 120 comments collected from top four restaurant in Dianping website, the data is choosing from posting from July 2017 to July 2018 to make sure the comments are not too old to reflect the restaurant. this essay selects comments, which contain 30 words above, and most of the comments are with the picture on the website to make sure the comments are more convincing to the readers. Data collection

3.4.1 Data collecting

Data can be categorised into primary and secondary data. This research used primary data collected directly from reviewers by means of questionnaires or interviews (Granello & Wheaton, 2004). Secondary material was collected from previous research, such as statistical data (Saldaña, 2015), obtained from public resources (Neuendorf, 2016), for example social media blogs (Postill & Pink, 2012) or public magazines (Thompson, Permut, & Sutherland, 2005).The data in this research was also obtained from a public rating website (Dianping). The reasons for choosing this site were as follows:

- Large amounts of textual data being available. This data being more convincing as a large volume had been collected and analysed (see Rabinovich & Cheon, 2011).
- Secondary data is more objective than first hand data with limited scope for bias in the data due to the researcher's preconceptions during data collection (see Neuendorf, 2016; Rabinovich & Cheon, 2011).
- Less time had to be spent on data collection (see Bell, 2014; Rabinovich & Cheon, 2011)
- Ethical problems were less likely to occur in secondary data analysis (see Rabinovich & Cheon, 2011).

3.5 Data analysis

3.5.1 Summative analysis

Summative analysis and qualitative content analysis are used in this study to analyse data. According to Bell (2014), a summative content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context. Summative analysis can be understood as a way of understanding about the whole data or context. Summative analysis requires researchers to find out the regular and same attributes of data before categorising information into themes depending on the researcher's sense and expert knowledge (Raajpoot, 2002). This study finds out the reasons for customer's liking a restaurant by assembling themes together.

Using summative analysis this study identifies the meaning from the Dianping website and categorises this feedback into small themes or keywords to show the reasons why Chinese tourists like or dislike a dining experience.

According to Raajpoot (2002), there are three important steps normally for summative analysis: collect the data; analysing the fundamental characters from the data and finding out the regular pattern from the data; describe and categorise all regular patterns from the data. Summative analysis and qualitative content analysis were used in this study to analyse the data.

3.5.2 Qualitative content analysis

The qualitative data analysis procedure was undertaken in three parts: review, synthesis and interpretation (Elo et al., 2014). The data collected from a Dianping was descriptive and textual. The meaning of the textual data had to be analysed and interpreted. Therefore, qualitative content analysis was applied to this research. Qualitative content analysis deconstructed the data into two meaningful blocks that could be classified, coded and then explained by associating the categories with each other to establish a pattern within the entire data set (Elo et al., 2014).

Quantitative content analysis was employed to calculate the number of occurrences of data keywords by analysing the repeated keywords to determine their role in the text (Neuendorf, 2016). Unlike quantitative content analysis, qualitative content analysis can explain the content from many texts to reveal the essential meaning of the words and any hidden meanings. At the same time, data were analysed as a summary method for qualitative content analysis (Neuendorf, 2016).

There are many different approaches to analysing textual data for the qualitative researcher (Hsieh & Shannon, 2005; Neuendorf, 2016; Weber, 1990). Elo et al. (2014) identified five main steps in their study; these included preparation, open coding, creating categories, abstraction, and reporting. Based on the study by Elo et al. (2014), Bengtsson (2016) argued that it was essential for researchers to understand the real meaning of the text. Following this recommendation, this study analysed the data from the Chinese version, which was translated into English after it had been analysed, as the researcher is a native Mandarin speaker. In general, this study used content analysis which Braun and Clarke (2006) argue, has six steps: familiarising data, generating primary codes, searching themes, reviewing themes, naming and defining themes and producing and presenting results.

Step 1: Familiarization with the data:

This study collected 120 comments from Dianping about Queenstown's four top restaurants, which included 60 positive and 60 negative comments. The reason for collecting the data was to distinguish the elements that the Chinese tourists were satisfied with and the elements they were dissatisfied with. The purpose of this step was to understand the data's content through careful reading to have a clear idea about possible factors that might influence the Chinese tourist's dining preference.

Step 2: Generating primary codes:

After collecting and becoming familiar with the comments, this study reviewed all the comments and analysed the reasons for customers liking a restaurant. These findings were then collected and generalised producing a theme. For example, the comment: "I felt good when I first came to this restaurant, the waitress smelled good and that made me happy, and the chair colour made me think of my childhood". This showed the customer liked this restaurant because of its appearance and decor. After this step, comments were categorised into minor themes, e.g. the comment above was categorised as staff (minor theme). (See Table 3.1)

Step 3: Searching themes:

According to Braun and Clarke (2006), searching themes help the researcher to understand and collate data. This step also identifies minor themes from major themes and open codes – or keywords relating to minor themes (See Table 3.1). A comment about location, music, parking, light and scenery, was categorised as: 'physical environment',

while a comment such as: "I don't like a restaurant which is full of Chinese tourists" was categorised as an 'atmosphere'.

Step 4: Reviewing themes:

These comments were translated from Chinese to English and revised to make their meaning clear. The purpose of this step was to enable a review of the themes and check whether any information was missing.

Step 5: Naming and defining themes:

After identifying the Minor Themes, the titles of the themes were chosen, so that relevant and meaningful reviews could be categorised under each theme, for example the flavour of the food, the presentation of the food and the quality of the ingredients. The relevant and clear quotations under each factor were also clearly identified: the quotations provided enough information for each theme, and clearly showed the reasons for Chinese tourists' preferences.

Step 6: Producing and presenting results:

After the categorisation has been completed, the relationships needed to be described, comparing each category of the Chinese tourists' dining experience in New Zealand. This study listed the frequency and ranking in each section by accounting for each reason as mentioned in the comments. After this step, the studies 'counted' the frequency of the main theme in the 120 comments. From the results of this study the five most important factors which influence Chinese food preference became quality of the food, environment, the price, professionalism, and passion of the service staff (See Table 4.1). The frequency of minor themes in the main theme was then counted (See Table 4.3)

The results, presented in six main sections, answer the three research objectives. Word frequency counts for each identified theme were calculated in the data presentation. This allowed for the exploration of the major theme of tourists' satisfaction and dissatisfaction and allowed for a comparison of the meaning of the different themes. In addition, meaningful quotations from tourists' reviews are presented in Chapter 4.

3.6 Summary

This chapter explains the methodology and the methods adopted for this study. The data were collected from secondary sources, and a qualitative content analysis was used for

the analysis. The comments on the top four Queenstown restaurants were taken from the Chinese website Dianping. The textual data from the comments were analysed using content analysis and word counts; an interpretation of the codes was derived from the textual content. The results of the data analysis will be presented in Chapter 4.

Table 3.1: The Method

Main Themes	Minor Themes	Open code
Service Quality	Service surprises Personalised service Service in detail Efficient service	Reservation Payment (Credit card and unite payment, booking deposited) Dining Time Health Chinese menu
Professionalism and passion of staff	Passion of staff Friendly staff Professional staff Positive attitude of staff	Enthusiasm Dealing with complaints Language Misunderstanding Different Treatment Apparent of waitress Service food speed
Environment	Physical environmental Atmosphere	(Quiet environment) (Location, music, parking, light and scenery) Non-Chinese people around, table manner, noise
Quality of food	Food type various Flavour Value of food Cooking method Quality of ingredients Presented	
Price		"… it was not expensive food in the buffet, but it was good."
Food	Seafood Beef Dessert Lamb Pork Wine Dessert	When the comments refer to these themes

Chapter 4 Results

4.1 Introduction

Data collection produced 120 online food reviews from well-known restaurants in Queenstown, New Zealand. From these, 60 positive and 60 negative comments were extracted. This chapter will present the main findings which relate to the degree of satisfaction felt by the Chinese tourists. The data were sorted into main themes including: price, service quality, professionalism and passion of the staff, environment, and food quality. The findings of what Chinese tourists enjoyed or disliked showing the details of what Chinese tourists thought of their dining experience in relation to each theme will be presented before showing what foods Chinese ordered most often in New Zealand restaurants.

The aim of this chapter is to respond to the research objectives using the following key questions:

- What were the Chinese tourists eating preferences in New Zealand (i.e., what dishes do they order and enjoy)?
- What did the Chinese look for when they dined out in New Zealand?
- What made Chinese people satisfied or dissatisfied while dining out in New Zealand?

4.2   The major factors influencing guests' satisfaction

Table 4.1: The influence of major factors on the satisfaction and dissatisfaction of Chinese tourists related to their New Zealand dining experiences

	Satisfaction		Dissatisfaction	
Major factors	Count (n=60)	%	Count (n=60)	%
Quality of food	45	75	35	58.3
Environment	22	36.7	17	78.3
Price	20	33.3	24	40
Service Quality	9	15	24	40
Professionalism and passion of staff	5	8.3	30	50

Table 4.1 presents the main influences on Chinese tourists' satisfaction and dissatisfaction with their New Zealand dining out experience. The data presented in this section isolated key words and key sentences which showed why a comment was positive. For example: "I did quite enjoy it. I could see the whole view of Queenstown" was marked as positive, and the comment was categorised under 'scenery'. After noticing many comments about the scenery, the music, and the environment, this study categorised similar comments under 'environment'. The categories were then sorted into each theme (See Table 4.1). The frequency of each theme was then totalled in the data and listed in the table.

Table 4.1 shows the level of satisfaction and dissatisfaction of the reviewers related to their New Zealand dining experience. This study lists the frequency of each factor from 60 positive comments and 60 negative comments. Taking food quality for example, 45 comments referred to food quality from 60 positive comments and 32 comments referred to food quality from 60 negative comments.

Table 4.2: Ranking of the themes mentioned in comments

Major influences	Count (n=120)	%

Quality of food	80	66.7
Price	44	36.7
Environment	39	32.5
Professionalism and passion of staff	35	29.1
Service Quality	33	27.5

Table 4.2 shows the ranking of the themes mentioned in the comments, which categorised the total number of themes from both negative comments and positive comments. Taking food quality 45 comments were positive comments relating to food quality and 35 were negative comments relating to food quality, so the frequency of the food quality is 80 out of 120.

The summative analysis shows that the quality of the food was the most important theme in the data. This included: food types, different flavours, cooking methods, quality of the ingredients and the presentation. In this section, many of the comments referred to the food, and the participant explained why they thought the food was good or bad. For example: "About the variety of the food, there are many choices, and even though it was not expensive food in the buffet, it was good."

The quality of the food was identified as the most important aspect for Chinese reviewers in terms of their dining out preferences. One of the main reasons identified for dining out was to try the food and not to have to make it themselves.

The findings also showed that price was an important role. Price was mentioned in connection with the currency exchange rate. Chinese tourists would comment on the average price of their whole dining experience, to give information to others who wanted to know about New Zealand restaurants. For example, "the average price was about 30 dollars per person". Price was therefore a very important criterion, as to whether their dining experience was worthwhile.

'Environment', which was third place in importance, pertained to the physical environment and the tourists feeling for that environment. This study marked as 'Physical

environment' comments referring to the location, decor and scenery. 'Feeling for the environment' meant giving an impression to the reviewers and the customers in the restaurant in this study. For example, "There must be psychological preparation before coming here. Ninety-nine percent of the guests are Chinese. I felt like I was eating Chinese group meals in China". This study categorised this comment as "Feeling for the environment" since the comments showed that the reason for the preference could not be made tangible or visible.

'Service quality' and 'professionalism and passion of staff' took fourth and fifth places in the results. There were a few comments that referred to service quality, and the professionalism and passion of staff, compared with comments relating to the food. Service quality included service surprises, for example: customers receiving wine as a gift if it were their birthday; personalised service, comments referring to the Chinese-language menu; service in detail, comments referring to booking a reservation before dining; and, efficient service, for example: "We paid by cash; after we had paid the money, we found out there would be 20% off if we paid by UnionPay. They took no notice of our request for a change in the payment method". These comments were categorised under the following: the passion of the staff, friendly staff, professional staff and the positive attitudes of the staff.

4.3   Food quality

Table 4.3: Major influence on Chinese satisfaction and dissatisfaction with quality of food in their New Zealand dining experiences

	Satisfaction		Dissatisfaction	
Major influences	Count (n=45)	%	Count (n=35)	%
Flavour	41	91	16	45.7
Presentation of food	22	48.9	27	77.1
Food type varieties	7	15.6	25	71.4
Quality of ingredients	3	6.7	16	45.7
Portion of food	2	4.4	17	48.6

Table 4.3 shows the major influences on Chinese tourists' satisfaction and dissatisfaction with the quality of food. The quality of the food was classified into five categories: flavour, presentation of food, food type varieties, quality of ingredients and portion of food. Five samples of feedback were selected to reflect these five areas:

Positive comments about the quality of the food included:

1: Variety of the food; the buffet offering many food choices. Although it was not expensive food, it was good.

2: The cooking skills of the chef were excellent, the ingeniously paired crispy mustard green beans with buckwheat and toasted bread. This gave me a new flavour, which I have not tried before. A variety of sauces could be found while chewing. Moreover, it was presented very well.

3: The ribs were a recommendation, and although we only ordered half of the bones, the portion was plenty.

Negative comments:

4: The cheese was too creamy and sweet; we ordered the dish that was recommended by the waitress.

5: The oyster was fresh; however, the other meals were so-so, the rice was a little bit smelly, and the portions of food were small.

From these five examples, it is evident that the flavour, presentation of food, food type varieties, quality of ingredients and portion of food were all-important to the Chinese diners. The second comment shows that the flavour of the food played a very important role in the dining experience, as the tourist wrote quite a lot in describing the flavour. Supporting the positive flavour of the dish, the comments spoke of the ingredients and the diners' reaction to this dish. From these comments, it is evident that Chinese tourists were looking for flavours which they had not experienced previously in China.

Table 4.4: Chinese tourists' preferences for New Zealand food

	Positive Comments	
Major influences	Count (n=60)	%
Pork	30	50
Seafood	30	50
Beef	16	26.7
Lamb	9	15
Dessert	13	21.7
Wine	2	3.3

The table shows that Chinese tourists preferred the quality of the food in New Zealand. This section answers the research objective: What do Chinese tourists usually order in New Zealand? Five samples of Dianping reviewers' feedback were selected to reflect this objective:

1: I researched a lot of information about Wellington steak; finally, I tried it. The flavour did not reach my expectation, because the sweet sauce is not my type.

2: Order half the pork ribs if there are less than two people! The salad is ok, the fries were delicious, the flavour of the meat was OK, the quality of the meat was good. The pork ribs tasted a bit salty, the food was a bit greasy, the steak was like those in China, however the price was worth it considering the portion. I suggest meat lovers and 'big stomach kings' visit this restaurant

4.4 Environment

Table 4.5: Major influences on Chinese satisfaction and dissatisfaction with environment during their New Zealand dining experience

	Satisfaction		Dissatisfaction	
Major influences	Count (n=22)	%	Count (n=17)	%
Physical environment	13	59	5	29
Atmosphere	9	41	14	82

Table 4.5 shows the level of satisfaction and dissatisfaction relating to the environment during the reviewer's dining experience. During the process of the analysis of the data for this study the environment in the restaurant was generalised, as it related to two aspects: the physical environment and the feeling of the environment. The physical environment referred to decor, lighting, the view and location. The atmosphere was centred on mainly those seated around the reviewers. Four samples of the Dianping reviewers' feedback have been selected to explain these two aspects:

Positive:

1: Looking at the scenery outside the window; the environment is perfect. The distance between the tables is good and the tables are quite large; this was good.

2: The environment is good, the seating at the buffet requires a waiter to help, so you must wait for directions. We were lucky, as we were offered a table by the window. The scenery was beautiful.

Negative:

3: There must be psychological preparation before coming here. Ninety-nine per cent of the guests are Chinese. I felt like I was eating Chinese group meals in China.

4: I am determined to stay away from Chinese group tours in the future, as it is too noisy.

Examples 3 and 4 are comments categorised about the feeling of the environment. Many Chinese commented that they did not want there to be many other Chinese people around them while they were dining out in New Zealand. This showed that Chinese tourists enjoy a western environment while they are dining out in New Zealand; an authentic dining experience. Assessing the physical environment, the Chinese tourists were dissatisfied with the atmosphere. This was reflected in the comments on the number of Chinese tourists not being good for the restaurant. The Chinese tourists found the environment of the restaurant too like a restaurant in China. These Chinese tourists were seeking a more authentic western environment for a change, this did not satisfy them.

4.5 Price

Price was a significant factor influencing people's dining satisfaction; it took third place in the rankings. The reviewers' feelings of satisfaction or dissatisfaction were affected by the relationship between the service received and the cost. This was apparent in the negative comments:

> Positive:

> 1: Every time I passed by, I smelt a very delicious barbecue. Here, they grill the pork chops and steaks. When I came in, I was surprised once the food was served, because the portion of the food was so large! Two girls could not finish it, although the ribs were delicious. Originally, I wanted to order two more main dishes to try more food. However, the waitress suggested we order small dishes after ordering the ribs, so I ordered a mushroom sauce and shrimp rice. Considering the portion of food, this restaurant was very cost efficient, not expensive considering the size of the portions.

> Negative:

> 2: If you want a seat by the window, you must pay $20 more for one person!! This gives people the feeling of being cheated. Although we sat by the window without paying extra money, it was totally unnecessary, because only the reflection of the interior lights can be seen at night.

> 3: This was the first time I ate a meal that cost nearly RMB 300, plus there was the window seat surcharge.

Many comments from the reviewers showed that the relationship between service and price was important for them, and if they paid more, they expected the service to be better. Interestingly, if the reviewer spent more money than they expected, they would complain about the quality of service in the comments. For example, considering the first comments, the reason the reviewer thought the price was reasonable was that they received more than they expected. In the first comments, the customer wanted to order two more main dishes, which they could not have finished even if they had ordered smaller portions.

Considering the negative comments, there was a complaint that customers had to pay more for special seating. A potential selling point of a restaurant in Queenstown is the view, therefore tourists may ask for a seat by the window to enjoy the view while they are dining. Because tourists cannot visit this restaurant repeatedly and frequently, they

may want to experience the authentic quality of the restaurant. Since the number of seats by the window is naturally limited, the restaurant may lose money by refusing a request to have a table by the window. However, the reviewer may not have understood this from the restaurant's point of view. If people paid more and got less, the reviewer posted negative comments.

4.6   Professionalism and passion of staff

Table 4.6: Major influence on Chinese satisfaction and dissatisfaction with professionalism and passion of staff in the New Zealand dining experience

	Satisfaction		Dissatisfaction	
Major influences	Count (n=5)	%	Count (n=30)	%
Passion of staff	1	20	10	33
Friendly staff	4	80	13	43
Professional staff	1	20	20	66
Positive attitudes of staff	1	20	15	50

The table shows the Chinese tourists' levels of satisfaction and dissatisfaction with the professionalism and passion in their dining experience. Professionalism and enthusiasm were generalised into four categories during the analysis of the data. These included the passion, friendliness, professionalism and positive attitudes of the staff. Four samples of the Dianping reviewers' feedback were selected to reflect their views:

Positive:

1: A beautiful waitress served us very well; I liked her smile.

2: The waitress was very warm and courteous, and she introduced the dishes attentively. She came over and asked about the situation from time to time. I rated the service 5 star, and before I left, I also gave her a tip.

Negative:

3: The waiters are handsome except they are selling too much liquor; which I don't like.

4: It was the attitude that we noticed; people are naturally treated differently. While arranging the seating, the Chinese were arranged together, and the whites are all sat in another section in the restaurant. This was unfair and made us feel uncomfortable. And they did not explain to us why they arrange all the Chinese together, and why we could not sit where I wanted to sit in the restaurant.

5: The meal was served too quickly. We wanted to order more food for free because the portions were quite small. However, we were not allowed to, I think the reason was that the ingredients were too expensive. As we went over to the window seat to see the scenery, the waiter quickly brought us the bill. It seemed he was afraid we might walk out. It was quite amusing.

Interestingly, some comments mentioned the good looks of the waitress, and first impressions played a vital role in the satisfaction of the Chinese reviewers (the sample did not show all the comments from data). This study generalised the comments related to the appearance into the friendliness of the staff, and the positive attitudes of staff, because a healthy and good-looking appearance of the staff gave the customer a professional impression.

The most interesting comments were about the table arrangements since some of the restaurants were very popular with many Chinese reviewers in the past. For convenience, the restaurant arranges all the Chinese diners in one section as shown in Data 4. However, the Chinese diners would like to be in an environment where they were not treated differently if it was not a special occasion. For example, they might just be dining out with their friends. However, if they were there for a special event, for example, a birthday party, or if they were there for a business dinner, they would prefer a more secluded environment, such as a private room. If the Chinese tourists were seated together, it made them feel as if they were being treated differently from those who were dining from other countries. If there was no one to explain to them why this was done, the Chinese tourists felt dissatisfied. This reflects on the value of good communications with staff which was not always possible. Therefore, restaurants need staff who can speak Chinese to talk to their Chinese patrons and explain these matters to them and hear their requests.

4.7   Service quality

Table 4.7: Major influence on Chinese satisfaction and dissatisfaction with Quality of Service in the New Zealand dining experience

	Satisfaction		Dissatisfaction	
Major influences	Count (n=5)	%	Count (n=24)	%
Service surprises	1		3	12.5
Personalised service	3		4	16.7
Service in detail	3		23	95.8

Table 4.7 shows the major influences on Chinese diners' satisfaction and dissatisfaction with the quality of the service in their New Zealand dining experience. Service quality was generalised into three aspects during the process of the analysis of the data: service surprises, personalised service and service in detail. Four samples of Dianping reviewers' feedback have been selected to reflect these three aspects:

Positive:

1: This restaurant provided a Chinese menu. We still used the English version even though our English was not good. While we were eating, the waiter came over and asked us if the flavour was acceptable. The service was very good. It was very convenient for us to pay using a Chinese credit card and UnionPay. Because it was a friend's birthday, the restaurant also provided us with a free bowl of noodles, which was thoughtful.

2: We had lunch on a weekday, and there were not many people there. The service was good, the environment was good, however since the steaks needed to be reserved, we did not order steak this time. There are many good packages available for lunch.

3: It is lovely to provide Chinese spicy sauce to us, although it is weird to have seafood rice with Chinese Spicy source, it is very surprising to have Chinese Spicy sauce in New Zealand when we order the rice

Negative:

3: The service was very rigid. Because we arrived at the restaurant half an hour later than the time we made a reservation, we were not allowed to have dinner, even though we made sure we left in time not to disturb the next reservation.

4: The reason we have a low rating is due to the payment method. We paid by cash but after we had paid, we found out there would have been 20% off if we had paid by UnionPay. They took no notice of our request for a change in the payment method. We were rejected. It made us feel we had paid an extra 30 dollars for this experience.

5: Not able to provide a proper invoice which causes a lot of trouble! Not to recommend for business travels.

A service surprise for Chinese tourists was Union Pay and WeChat Pay (Chinese Union Pay is a special payment option for Chinese people). Although the New Zealand restaurant was open to tourists from all over the world, it appeared to have been designed especially for Chinese tourists.

4.8 Summary

The study has presented five main factors to show Chinese tourists' satisfaction and dissatisfaction with their dining experiences in New Zealand. These were quality of the food, environment, the price, professionalism and passion of staff, and service quality. Quality of food was found to be the most comment reason that people liked or disliked their dining experience. More specifically, they mentioned flavour, portion size, presentation, quality of ingredients and food types. For service quality, tourists were more satisfied with service surprises than with personalised service. In terms of professionalism and passion of staff there were more negative than positive comments. The most negative comment is related to the attitudes of the staff. The environment was also an important factor in the dining experience. Surprisingly, the tourists were more concerned about the atmosphere than the physical environment. To answer the question of what types of food were usually ordered, this study categorised the six different foods mentioned: pork, seafood, beef, lamb, desserts and wine were the items named most often. Pork seemed to be mentioned most.

Chapter 5 Discussion

5.1 Introduction

This chapter discusses the literature on Chinese tourist's dining preference, and how this relates to the findings in this study of Chinese tourists visiting New Zealand. The chapter will examine how previous studies related to the thematic analysis in the results, including food quality, environment, price and quality of service. The chapter concludes by reviewing the research questions and linking them to the data.

5.2 Food quality

Food quality was a major theme that emerged from the results (See Table 4.2). Food quality is a fundamental element that affects the overall tourism experience and is a necessary condition to meet customers' needs and expectations (Ryu & Han, 2010). MacLaurin and MacLaurin (2000) also found that food quality was an essential determinant of customers' evaluation when visiting Singapore. Yet although food quality is fundamental in the restaurant business, a concept of food quality has not been thoroughly determined. Sulek and Hensley (2004), have attempted categorisation of all food attributes into one variable, the quality of the food. However, this only examined whether a single variable of food quality substantially improved the restaurant's service (MacLaurin & MacLaurin, 2000; Sulek & Hensley, 2004).

This study showed that Chinese tourists considered the flavour, portion of the food, presentation of the food, quality of the ingredients and the various food types in the restaurants as important (See table 4.2). Kivela, Inbakaran, and Reece (1999), designed a model for catering satisfaction that presents a variety of attributes of food quality, including the presentation of the dishes (the appearance of the dish when the food is brought to a customer), the variety of the food, healthy choices, taste, degree of freshness and temperature. This model would help restaurateurs to improve their customer satisfaction. The findings of the study by Kivela et al. (1999), are essentially the same as the results of this study, showing other factors (the presentation of the dishes, the variety of the food) played a critical role for Chinese tourists, whereas the detail of the factors was not totally same as shown from the data. Therefore, this study will discuss mainly these factors.

When this study reviewed the comments, it was found that Chinese tourists paid a lot of attention to describing the flavour of the food (see Table 4.3), and more reviewers

mentioned flavour rather than food quality. This finding is like those of Ryu, Lee, and Gon Kim (2012), who pointed out that taste affects the satisfaction level of customers and can be considered a key attribute of the dining experience. This study found that the taste of the food was mentioned many times in the data. An interesting phenomenon was that Chinese, tourists on this website did not give many negative comments about Western cooking, because the visitors knew that the taste may not be suitable for them. For example, one comment was: "The taste is not suitable for me, but you can try it." From the tourists' perspective, it was a new experience to try a flavour did not suit them in terms of the flavour. However, there were still comments such as: "the flavour is good, but I cannot eat too much western food, because it is not suited to my tummy if eat too much ". So, it can be said that trying a new flavour will give tourists a new experience; though they could not eat unusual food on an everyday basis.

The presentation of the food referred to how the food was presented and decorated for the customer (Ryu & Han, 2010; Ryu et al., 2012). Jin, Line and Goh (2013) point out that the presentation of food is one of the critical attributes for modelling catering satisfaction and attracting repeat customers. Raajpoot (2002) describes food presentation as one of the products and/or service factors in the TANGSERV model. Based on a person's daily life experience, if food is presented well it makes a customer feel it is more appetising and attractive and helps to give the restaurant a high rating. This study did not show Chinese tourists thought that the presentation of the food played a very important role in New Zealand. However, in their personal lives, the Chinese reviewers especially liked the Western restaurants for their presentation, taking photos and posting them on WeChat or Facebook to show the beautiful presentation (Mao & Yuxia, 2015). Nevertheless, this study did not find many tourists' commenting on the food presentation of the data. The reason may be that this research only focused on the text and did not analyse the pictures posted by reviewers.

In terms of the variety of food offered by the restaurant, this related to the number or assortment of different menu items (Kivela et al., 1999). This study found that the type of food did not refer to the choice of main dishes, the initial taste, or the diversity of the ingredients, but rather the difference of the food match, as the guests had decided what to eat when they first chose the restaurant. If a tourist wanted to eat, for example, Kung Pao Chicken, he or she would not go to a Western restaurant. Nevertheless, many studies have identified that it is essential that a restaurant continues to develop new menus to appeal to more customers, and that the diversity of the menu items is a critical attribute of the

food quality in terms of making a customer happy (Kivela et al., 1999; Raajpoot, 2002). In this study, the variety of food the restaurant offered provided customers with more opportunity to match dishes.

This study found that Chinese tourists enjoy matching dishes, (See Table 4.3). When some reviewers ordered main dishes, they liked to order red wine, soup, desserts and dips to match the main dishes. The reason for this is perhaps related to the characteristics of the 'Internet guests', who will probably have researched the restaurant beforehand online. These customers will have a specific purpose in choosing the restaurant's dishes. For example, one of the samples in a well-known restaurant was pork ribs, so most people who ordered this dish would recommend trying it, and shared information on the taste, portion size, and how to match this dish. At the same time, because it was difficult for a tourist to revisit this restaurant, most would order the main course or the most popular dishes of the restaurant, accompanied by a creamy side dish.

This study did not find health problems a priority, however, a previous study by Kivela and Mak (2010) pointed out that healthy options included nutritious, healthy and cleansing food. Johns, Tyas, Ingold and Hopkinson (1996) found that healthy foods may have a significant impact on customer evaluation of their restaurant experience. Kivela et al. (1999), point to the importance of healthy food in restaurants and suggest that nutritious foods are one of the core characteristics of meal satisfaction. More and more customers appear to be interested in healthy menu items (Namkung & Jang, 2007). However, this study did not find many comments on nutrition, perhaps because of the irregularity of their visits to the restaurants in question, the age of the visitors themselves, and their long-term dietary needs; for tourists, a 'dining experience' was not their regular behaviour (Kivela & Mak, 2010). At the same time, there were no comments reflecting problems relating to health.

5.3   Environment

Environment occupies the second most important place in the results of this study. The definition of 'environment' was the feeling the diner had in relation to dining out. Many reviewers commented: "I liked the environment of this restaurant, it felt good." However, this is not clear, as it does not say what exactly it was about the restaurant's environment that made the customer feel good. It merely tells us that something apart from the food satisfied them. Previous research has referred to an environment in terms of: environmental psychology (Meng, 2010); servicescapes (Bitner, 1992); atmospheric

quality (Turley & Milliman, 2000); and, shelf space studies (Murray, Talukdar, & Gosavi, 2010). Meng (2010) found that customers have strong feelings and emotions that affect their shopping behaviour when they are in different environments. Meng (2010) identified this as 'environmental psychology'. The environment can be understood as a feeling of convenience that customers have about the facility-based effect. However, the environment is not just providing a feeling of convenience. The findings from this study show that these findings do not quite fit the environment which Chinese tourists describe. Although some reviewers complained that there were not enough parking spaces close to the restaurant, this was not the main reason for the tourists disliking the restaurant. Based on their personal travel experience, tourists liked to try the authentic or popular food in the destination even if they find they must spend more time or money.

Bitner (1992) first used the term 'servicescapes' to describe the physical surroundings of customers and employees to show the importance of these outside factors. These external factors can give positive feelings to the customers apart from the products themselves. Bitner (1992) mentions the feeling or ambience (temperature and air quality), space/function (layout and equipment) and the sights (the style of the décor and signage), to denote environmental factors. One of the selling points of the sampled restaurants was the view of Queenstown, and many of the comments about this restaurant mentioned the feeling they had in relation to the view and gave a positive evaluation of combining both the view and the food, even if they did not like the food.

According to Turley and Milliman (2000), the environment should give customers feelings and emotions through their senses. The primary sensory channels for the environment are touch, accent, sound and sight. To satisfy the sensory channels, Turley and Milliman (2000) generalised environment into five variables including; the external variables (exterior signs, entrances, lawns and gardens, address and location); the general interior variables (lighting, music, temperature, cleanliness); the layout and design variables (placement of the cash registers, waiting areas, placement of the merchandise); the point of purchase and decoration variables (signs, cards, artwork, product displays, price displays); and, the human variables (employee characteristics, employee uniforms, crowding, and so on). The classification of the dining environment through sensory effect is like the classifications in this article. This study distinguished the environment according to the visible or invisible sensibilities. It categorised the environment into both physical and atmosphere, with comments categorised under the physical environment (See Table 4.4) and, if comments referred to the scenery, the decor, the lighting and so

on, under the atmosphere. Other comments might refer to the music, temperature, noise and so forth.

Meng (2010) point out that environmental psychology has an important influence on customer satisfaction. Two forms of behaviour (approach and avoidance) show evidence of the relationship between environmental psychology and customer satisfaction. Approach behaviours refer to positive behaviour displayed by the customers, such as their affiliation, their desire to stay, work in and explore the environment. Avoidance behaviours can be understood as the opposite of the approach behaviours. This finding is in accord with the results of this study: people liked to post positive comments if they liked the environment in the restaurant. More interestingly, a good environment will make the Chinese reviewers think the restaurant was high class and made it is easier for them to accept its prices. Chinese tourists often liked to compare the prices in New Zealand with China; as shown in the findings, price played a very important role in their reviews.

Many new types of research try to discern a relationship by comparing the environment and marketing. Owners continue to invest in planning, building, changing, and controlling the organisation's physical surroundings. However, Harrington, Ottenbacher, and Way (2013) have pointed out that the environment is a relatively low priority amongst the non-food-related fine dining attributes. Harrington et al. (2013), point out that customer service training of employees is far more important than attention paid to the excellent environment. This is not apparent in this study, perhaps because of the language problem. The reviewers did not accept the service if there was a communication gap between the customers and the service staff. This study's results show (See Table 4.6) that there were not many comments about the service attitude, whereas, there were many comments about appearance. The reason for this may be a communication problem.

Usually, the environment of the dining venue relates to the furnishing, the décor and the employees (Monroe, 2003). However, in this study the Chinese tourists are more interested in the people around them when dining out in New Zealand, which is a new finding in relation to the environment. Because the tourists were seeking a different experience, the Chinese tourists cared greatly about the people who were dining around them in the restaurant. This shows that free, independent Chinese tourists, are more likely to avoid places groups of Chinese tourists patronise. Many comments from the study showed that the free independent tourists, are interested in personalising their choices,

and enjoying the freedom this gives them. They did not want to travel in the same way group tourists travelled.

5.4 Price

The results of this study showed that price plays a very important role from a marketing perspective. This study found that price was often the first factor to consider when going shopping. However, cost referred not only to money. Ryu and Han (2010) discovered that cost can include effort, time, lifestyle and psyche. Monroe (2003) gives a definition of price as 'an equation between value and quality'. This study found that price affected satisfaction with dining preferences - when the price was more expensive than the expectation for the restaurant. From a tourist's perspective, the cost of dining in a restaurant was not only the price listed on the menu but included the journey time and cost, as a tourist needed to fly to the destination. If a tourist has an authentic dining experience this makes the journey more satisfactory around food and location. Therefore, the tourists might have been seeking better value and quality from the experience, not only in relation to the money they had spent. Ryu and Han's (2010) findings show that price is an important factor, in the selection and preference for menu choice. However, where some comments show that the price had a significant influence on satisfaction, the expectation would be high if the price was high.

Dining products, like other service products, represent one of the hedonic products. Hedonic products can be defined as that "consumed for the facets of the consumer behaviour that relates to the multi-sensory, fantasy and emotive aspect of one's experience with the products" (Churchill, & Carol Surprenant, 1982, page 499). Hedonic products are different from other products: they are not just a product in themselves, they contain a service value that makes you value them (Hirschman & Holbrook, 1982), for example, the experience of buying fruit in a fruit shop or in a restaurant. While tourists may just eat fruit at home, it will be an entirely different experience in a restaurant. The fruit may be presented in beautiful shape and pattern with a unique surrounding (for example, the music or a beautiful view) that makes people feel happy. Hedonic products allow people feel pleasure. Therefore, it is not easy to evaluate whether a price is reasonable for a hedonic product due to these different preferences. While people who like it will think the price is reasonable, others who do not like the product may think it is not worth the price. Price is not the deciding factor which influences people's satisfaction about hedonic products, and Ryu et al. (2012), point out that customers' perceptions of the reasonableness of the price, enhances the effect of the quality of the

service, as it relates to customer satisfaction. In the research study conducted by Ryu and Han (2010), the price is used as a moderating variable, not a dependent or independent variable. However, the price is a fundamental attribute in terms of selection. In the research of Ryu and Han (2010), 76% of the reviewers indicated they needed to know the average overall cost before they dined out.

In this study, the frequency price which referred by reviewers was ranked third in terms of its effect on satisfaction. Most of the comments listed the price of the dish, the average cost of dining and the exchange rate into Chinese currency. The most interesting finding was that most were satisfied with their dining experience if they were shown the price in New Zealand currency. Conversely, in their comments, most people were dissatisfied if the cost was converted into Chinese currency. They would compare a similar-priced dining experience in China with that dining experience because many comments showed the price in Chinese currency, not New Zealand currency

5.5 Professionalism and staff passion

The results of this study showed that passion, friendliness and positive attitudes of staff were more important than professionalism or skill in the staff. This finding is the same as previous studies that found the relationship between customer and stuff, as defined by Ariffin and Maghzi (2012), the staff who provide service directly to customers was one of the most influential aspects of successful hospitality. They also suggested that service providers should aim to build personal relationships instead of a transactional relationship because personalisation is preferred by guests. The results of their study showed that more tourists were more dissatisfied than satisfied with the staff. One of the main reasons for this is that customers and staff should communicate with each other easily and fluently.

The findings showed that friendliness and passion of staff could easily convert into professionalism if staff loved their job, were willing to learn new skills and try their best to perform well. According to Wall et al. (2011), employees' attitudes to serving people strongly influenced guest satisfaction, since their perceptions were primarily generated from the interactions with staff. Therefore, restaurants should select passionate, helpful rather than simply professionally efficient staff.

5.6 Service quality

A result of this study is to show that the quality of the service mentioned by the reviewers, shows that it has become a standard for measuring customer satisfaction, especially for a

hedonic product. The study of service quality issues was first developed in the 1970s in Northern Europe (Sasser, Olsen, & Wyckoff, 1978). Some scholars-initiated research based on the quality of tangible products. This research was conducted primarily to evaluate the conditions - that is the appearance, durability, and firmness, of the product. Sasser et al. (1978), first proposed that the quality of service also has an intangible side; as it also refers to the experience and structure of the function. Meng (2010), suggests that quality of service results from a combination of a customer's evaluation, the service performance and the customers' expectations related to the quality of the service.

In terms of the findings in this study, quality of service ranked in fourth place. Most reviewers were satisfied with the quality of service if restaurants provided a language service for them, such as, for example, a Chinese-language menu. Chapter 4, of this, showed that Chinese tourists were not satisfied with the professionalism, passion or service quality of staff if they could communicate with the waitress to get service. Chinese tourists knew they would have a language problem in an English environment. However, some may have had unrealistic expectations of the service. Many tourists complained to the tour officials, such as their Chinese tour guides, that they did not know what they were going to eat because of the language problem. This is one of the reasons Chinese tourists, especially seniors, choose a group tour, where a Chinese tour guide accompanies them. For the tourist, the most critical factor which will have an influence on their level of satisfaction is the quality of service they receive, because of the language problem. Therefore, many comments from Dianping mentioned the ability of the waitress to speak Mandarin.

Most tourists did not know they needed to make a booking in advance. Some complained that they did not have dinner in the restaurant because they had not made a reservation. This is a cultural difference, since most Chinese restaurants do not require a booking, and the availability of many Chinese restaurants gives them lots of choices; they can choose another restaurant if one restaurant is full. Also, one of the comments in the results said that since they arrived late, because of the traffic, they were not allowed to have dinner even though they had made a booking. They promised they would finish on time before the next reservation, but in the end, the promised booking was not kept. This relates to customer service, and it reflects on the restaurant's lack of flexibility to deal with this problem.

5.7 Food types

The results relating to food selection are interesting as most Chinese tourists would think of seafood as their first choice. However, the number of reviewers who mentioned pork was the same as the number of reviewers who mentioned seafood. With Tourism New Zealand's (TNZ) created the '100% Pure New Zealand' brand between July 1999 and February 2000, the brand is intended to provide the platform for a doubling of the country's tourism foreign exchange receipts by 2005 (Morgan, Pritchard, & Piggott, 2002). More and more tourists are attracted to this slogan. From literature interpretation, the first impression of New Zealand is pure, and the indigent of the food should be fresher because the ingredients of the food original from the pure and clean place (Meng, 2010),. The impression Chinese reviewers have of New Zealand is that it is an island country, so seafood ought to be a popular and less expensive choice. Selecting pork does not seem appropriate for an island nation. Even so, the results show that pork and seafood ranked in equal first place, while beef and lamb ranked in third and fourth places. Similarly, for many Chinese tourists, the impression of New Zealand is that it is famous for the high quality of its milk powder. This has encouraged the Chinese to think that the quality of the beef will also be better compared to the beef in other places. Nevertheless, many reviewers reported that they preferred to order pork rather than beef. There may be two reasons for this result. First, based on the information posted on the Internet, they felt encouraged to order popular dishes, so they would order pork because the restaurant had recommended it. Secondly, the study showed that the Chinese tourists liked to choose a dish, because it was at a price that was reasonable, and pork ribs were judged favourably when compared to the price of seafood.

5.8 Summary

This chapter has considered the five main findings of this study: quality of the food, environment, the price, professionalism and passion, and service quality. This study answers the research questions by discussing the reviewer's comments. Firstly, the study has shown what the reviewers prioritised when they expressed their feelings and experiences of dining in New Zealand. Next, the study compared these findings with the findings from previous research to reveal the differences and similarities and possible reasons for this.

Based on an analysis of the comments, the quality of the food plays a most important role for Chinese tourists who dine in New Zealand. This study found that flavour, presentation

of food, food type varieties, quality of ingredients and portion of food were the key concerns of the reviewers. These findings are like previous studies (Han & Hyun, 2015; Harrington et al., 2013; Murray et al., 2010; Ryu & Han, 2010; Ryu et al., 2012). However, food portions are one of the interesting findings based on a review of the comments on the Dianping website.

The environment takes the second most important place in this field of research. However, whereas in previous research is emphasis on the relationship between physical environment and marketing (Jang et al., 2011), and the invisible environment such as music, the findings of this research reveal that Chinese tourists also care about the diners seated around or near them.

Although many research studies have pointed out the relationship between the quality of the service and customer's dining preference, there were not many comments that referred to the quality of the service in this study. One of the reasons being the language problem: tourists may be concerned with the language and communication problem, and therefore they may not place as much emphasis on the service.

Finally, this study accounts for the dishes that most reviewers commented on most often, to find the favourite choices and eating preferences tourists had in New Zealand (i.e. what dishes they order/enjoy the most). The data showed that pork and seafood were the dishes that were most frequently ordered by Chinese tourists.

Chapter 6 Conclusion

6.1 Introduction

This chapter will present the relationship between the research objectives, the main findings and discuss the implications of the results. Finally, it will consider the limitations of the study and conclude by offering recommendations for future research in this field.

6.2 Research objective and main findings

To find out Chinese tourist's dining preference in New Zealand, this study collected 120 online comments from the Dianping website after reviewers had posted their comments and shared information about their personal experiences of dining out in New Zealand. This study identified the reviewer's preferences by analysing 60 positive comments and 60 negative comments, and as a result filled a knowledge gap in the literature, relating to Chinese tourist's dining preferences in New Zealand.

The literature review showed the important and special aspects of Chinese food culture providing information about the findings from other research studies in relation to Chinese tourists' dining preference. The statistics showed that Chinese tourists spent less money dining out in restaurants, pointing to a gap in the research, since little is known about Chinese tourists' dining preference in New Zealand.

To find out the Chinese tourists' dining preference in New Zealand, this study set up three objectives to investigate this topic. First, to discover what the Chinese look for when they dine out in New Zealand. Secondly to discover what makes Chinese people satisfied or dissatisfied while dining out in New Zealand. Thirdly, to find out the Chinese eating preferences in New Zealand (i.e., what dishes they ordered/enjoyed).

To find out what the Chinese looked for when they dined out in New Zealand, the findings were classified into five categories. These included the quality of the food, environment, the price, professionalism, and passion of the service staff. Although these factors have been noted in previous studies, the findings from this study were compiled by analysing the online comments of the reviewers. The results can be regarded as more intuitive and reliable since the reviewers describe and comment on their feelings concerning their dining out experiences. The main findings are listed as follows:

The quality of food and ingredients was important by the Chinese tourists, rating this very highly in relation to customer satisfaction and dissatisfaction along with the presentation. This finding was like MacLaurin and MacLaurin (2000), who also found that flavour was an important factor in customer satisfaction. The findings in Table 4.3, support this, with comments that recommend a restaurant because of the flavouring in the food. This study found that the variety of food was also counted as an important factor influencing customer satisfaction (Ryu & Han, 2010; Ryu et al., 2012). The findings from Table 4.3 showed a common factor amongst the tourists related to food portions and currency exchange. The tourists often calculated the cost of their dining experiences in Chinese currency with the equivalent in China. As the New Zealand dollar buys four to five Chinese yuan, they often thought they received less food by comparison. To sum up, food quality, ingredients, presentation, flavour, food type varieties, and portions of food were the five most important factors influencing Chinese tourists dining preferences.

Environment was also a measure of satisfaction for the Chinese tourists dining experience. Murray, Talukdar, and Gosavi's (2010) report on the importance of the physical environment, mirrors the results of this study. The ambience was another facet of a restaurant's feeling or environment (Table 4.5) that was highly ranked. Another interesting finding was that the Chinese tourists interviewed preferred to dine with non-Chinese people in New Zealand. This finding arose as the study focused on FIT tourists, whose motivation was to be independent and experience authentic local life.

Price was an important factor in relation to dining preferences when choosing a restaurant (Ryu & Han's, 2010). This finding from this study supports this ideal. Customers wanted to know the cost in advance, so they could compare this with previous dining experiences. The most interesting finding was that most were satisfied with their dining experience if they were shown the price in New Zealand currency. Conversely, as already noted the reviewers were dissatisfied if they converted the cost into Chinese currency.

In terms of professionalism and passion of staff, the passion, friendliness and positive attitudes of staff, influenced Chinese food preference. Passion and friendly staff were regarded as more important than knowledgeable staff in New Zealand (An, 2018). The finding being was that restaurants needed passion, more than professionally efficient staff as service quality depended not only on speed and efficiency of service to customers but having positive attitude of mind and passion in staff can be much more important.

Service quality, service surprises, personalised service and service in detail have been examined in this study. This finding is the same as findings relating to hospitality in general in New Zealand (An, 2018). In this study, the most important finding, related to Union Pay and WeChat Pay (a special payment option for Chinese people). Although New Zealand restaurants were open to tourists world-wide, it was found necessary to design and set up a system especially for Chinese tourists.

6.3 Practical implications

This study found that Chinese tourists were focused on the quality, flavour and accompaniments to the food. Variety of dishes and diversity of meal arrangements were discovered to be important attributes affecting evaluation of the dining experience when travelling. Destination markers and culinary establishments may capitalise on the rich diversity of the local cuisines available in a restaurant. Also, presentation and portion are also two attributes Chinese tourists focus on. The manager of the restaurant should also need to make dishes more beautiful and attractive.

The study showed that, in New Zealand restaurants, interaction and relationships between staff and customers are very important. Therefore, it is advisable for restaurant managers to be attentive to this when recruiting staff. Selecting staff with passion and positive attitudes will be important as this may not be obtained through training. For higher level satisfaction, it is suggested that managers set clear goals for their teams and educate staff in anticipating customer expectations.

Variety of payment methods are also found to be an effective way to make improvement in service. Some of the restaurants provide Chinese menus already, which is convenient. If a restaurant wants more customers, it might provide special services for the Chinese market, such as WeChat pay, and Union pay. This may be more convenient for customers who do not then have to pay in cash.

6.4 Limitations of the study

Two limitations emerged from this study. First, there is bias existing in the comments from the reviewers. Since everyone has different dining preference and likings, customers might only post positive comments when they like the food. This gives this study a possible bias.

Secondly, it was difficult to distinguish the sub-categories of data such as gender, age and so on. Although the Dianping website is popular among the young Chinese generation

group, it is hard to prove the age-group for this section and it did not help to determine the differences among reviewers in the different age-groups.

Third, the study adopted a qualitative content analysis and was conducted by a single person. Although the researcher analysed the textual data in Chinese, it will still be somewhat biased as the original research will affect the coding. As the results will be different for different people, the reliability of this study may have been compromised.

6.5 Directions for future study

This study has identified what Chinese tourists look for while they are dining out in restaurants in New Zealand and includes an analysis of what makes Chinese tourists satisfied and dissatisfied by using reviewer's comments from an online resource. The findings show what Chinese tourists usually order in restaurants in New Zealand. There are four areas that are still necessary to study in the future.

Firstly, the findings of this study may provide a direction for other areas of the hospitality industry including quality of the food, environment, the price, professionalism, and passion of the service staff. This study may be also valuable for others to continue to study in other areas of hospitality.

Secondly, as this research was undertaken by employing content analysis via an online resource, the results could be investigated further, using different methodologies, such as questionnaires and interviews. The results may be different when more data has been obtained to investigate the same topic by other research methods.

Thirdly, it would be worthwhile to study Chinese tourists' dining preferences in other countries, owing to the growing numbers of Chinese outbound tourists overall. This study gives industry stakeholders an opportunity to improve their service for the Chinese market in New Zealand. There is still a gap for other countries to investigate this topic.

Finally, it would be interesting to discover the relationship between the expectations and satisfaction of the Chinese tourists through the various online resources that are available, because more and more people like to carry out research on their destination before they leave for their trip.

This chapter highlighted the practical implications for restaurant managers based on the results of this study. This chapter covered limitations of the current research and provide direction for future studies in this field. To sum up, this study has examined the Chinese

dining experience preferences in New Zealand. May the results provide guidance for restaurants targeting the Chinese market, to better satisfy their guests.

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